

**POSTMODERNISM AND DURABLE CONSUMPTION MODEL
AS PREMISES FOR CHANGES IN TOURIST CONSUMPTION
PATTERNS**

Summary

Tourist consumption undergoes constant and numerous changes. The needs of tourists change, new forms of recreation emerge, new destinations are penetrated. Therefore one can talk about postmodernism in tourist consumption. However, there occurs a question: does the diversity – which is an attribute of modernism – work in favor of a different attitude towards practicing tourism, in which more significant role will be played by durable (sustainable) consumption model, so called noble durability. Research points to it as a difficult problem, accepted only by a part of tourist movement participants, motivated by philosophical, religious or social reasons.

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